



Data and Privacy File Guides

Marketing Communications:

**Device Registration History - Pre iOS8 and
macOS Yosemite**

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File name Device Registration History Pre iOS8 and Yosemite.csv

File description Customer device registration history for Apple devices prior to iOS8 and MacOS Yosemite

Why Apple keeps this information Apple retains this information to log user choices and actions, facilitate communication with the user, and to manage the device warranty

Field Name	Details
ORIGINAL UNIQUE IDENTIFIER	Apple account identifying number
REGISTRATION TIMESTAMP	Time at which the user registered the device
ACTIVATION TIMESTAMP	Time at which the user activated the device
UNBRICK TIMESTAMP	Time at which the user activated the device with a carrier
PRODUCT	Type of Apple product activated by the user
EMAIL ADDRESS	User's email address
FIRST NAME	User's first name
LAST NAME	User's last name
MIDDLE NAME	User's middle name
HOME PHONE NR	User's home phone number
SERIAL NR	Serial number of the user's registered device
ICCID NR	Integrated Circuit Card Identifier of the user's registered device
IMEI NR	International Mobile Equipment Identity of the user's registered device
UDID NR	Apple Unique Device Identifier of the user's registered device
CLIENT IP ADDRESS	IP address captured from the user's device during registration
EXCLUSIVE CHIP ID	Exclusive Chip ID of the user's registered device
ETHERNET MAC ADDRESS	Ethernet Mac Address of the user's registered device

Field Name	Details
MAILING ADDRESS LINE1	First line of the user's mailing address
MAILING ADDRESS LINE2	Second line of the user's mailing address
MAILING ADDRESS LINE3	Third line of the user's mailing address
MAILING CITY NAME	City of the user's mailing address
MAILING POSTAL CD	Postal code of the user's mailing address
MAILING STATE PROVINCE	State or province of the user's mailing address
COUNTRY	Country of the user's mailing address
LANGUAGE CD	User's preferred language
ACCEPTS EMAIL FLAG	Whether the user has indicated they wish to receive Apple marketing email
MAIL SENT INDICATOR	Date and time of email sent to the user during device registration
PHONETIC FIRST NAME	Phonetic spelling of the user's first name
PHONETIC LAST NAME	Phonetic spelling of the user's last name
SERVER SERIAL NR	Server serial number associated with the user's registration
SOFTWARE NAME	Software name associated with the user's registration
SOFTWARE SERIAL NR	Software serial number associated with the user's registration
SOFTWARE VERSION NR	Software the used to register the user's device
CREATE TIMESTAMP	Time at which the user submitted the form
CHANGE TIMESTAMP	Time at which the user submitted any changed information
PAIRED SERIAL NR	Serial Number of the user's paired Apple Watch
PAIRED UDID	Apple Unique Device Identifier of the user's paired Apple Watch
PAIRED IMEI	International Mobile Equipment Identity of the user's paired Apple Watch
PAIRED IP ADDRESS	IP Address of the user's paired Apple Watch